



Professional Spotlight 2019

TOP ARCHITECTURE FIRMS IN NEW JERSEY COMMERCIAL REAL ESTATE



SPECIAL ADVERTISING SECTION



PARETTE SOMJEN ARCHITECTS

HOW WOULD YOU DESCRIBE YOUR TARGET CLIENT BASE?

Our private-sector clients are varied, but often identify as one of the following: Building Owners who are looking to redevelop or modernize aging or underperforming assets; Commercial Tenants who are looking to relocate, expand or modernize their space; Real Estate Service Companies or Real Estate Brokers who are helping clients modernize, expand or relocate. In each case, our clients are interested in great-looking solutions that function well and can be economically built and maintained.

WHAT IS A NOTEWORTHY PROJECT THAT YOUR FIRM HAS WORKED ON RECENTLY?

Prior to relocating to Morristown, HFF reached out to PSA to design a new office that would create a balanced work environment for the company's two practice groups. Leveraging the great views of the Morristown Green, PSA's design utilized glass office fronts to provide natural light throughout the entire space. Centered between the two practice groups is a thoughtfully designed common area that promotes an environment of serious teamwork and casual relaxation. The furniture and finish selections complement HFF's brand, including the design of a custom shuffleboard table. The completed project is a beautiful, well-balanced space that is operationally effective and collaborative.



HFF Corporate Office, Morristown, NJ



Parette Somjen Architects' Principals and team (Principals, centered left to right): Marc R. Parette, AIA LEED ap; and Gregory J. Somjen, AIA, CID

WHAT DO YOU SEE AS THE BIGGEST GROWTH AREA FOR YOUR BUSINESS?

New Jersey is the most densely populated state in the Union and we have an aging inventory of buildings. Traditional brick-and-mortar retail buildings are often being adapted or repurposed and New Jersey continues to struggle with its inventory of older, suburban office buildings. As these and other buildings are modernized or re-imagined, our growth will continue to come from serving the owners and tenants of these existing structures, whether it is in the form of modernization, expansion or redevelopment.

WHY SHOULD A CLIENT CHOOSE YOU OVER THE COMPETITION?

If you are considering modernizing, expanding or renovating a building, PSA is New Jersey's preeminent architecture firm. We complete over 300 projects annually and over 98 percent of those projects are renovation, modernization or redevelopment projects. Working with existing buildings often requires a higher level of detail and coordination as the tolerances are often much smaller and latent problems are more likely. Because our experience with existing buildings is so extensive, the more complicated the project, the more value we bring to our clients. Our 30 years of experience and expertise with these types of projects is hard to match.

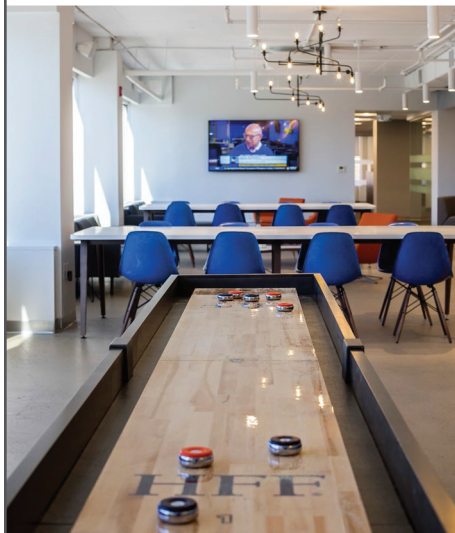
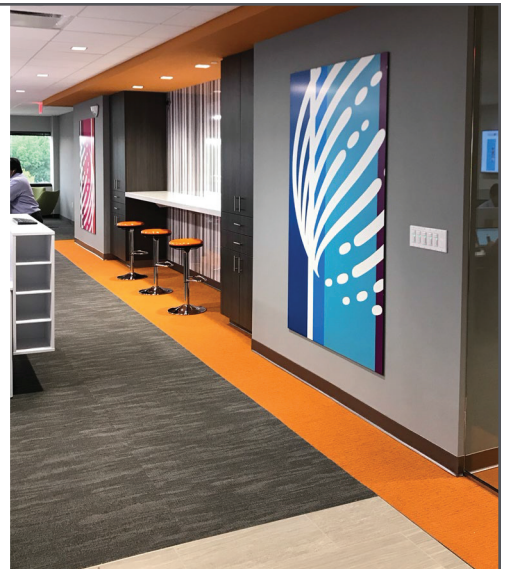
AT A GLANCE...

HEADQUARTERS: 439 Route 46 East, Rockaway, NJ 07866

YEAR FOUNDED: 1988

TOTAL NUMBER OF ARCHITECTS INVOLVED IN COMMERCIAL REAL ESTATE IN NEW JERSEY: PSA's staff of 80 includes 17 architects licensed in New Jersey.

AREAS OF EXPERTISE IN REAL ESTATE: Modernization, Renovation and Redevelopment





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